



WDIV

# ORDER

Print Date 10/08/12

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Flight Dates **10/09/12-10/14/12**

Order Sep 00:15:00

Contract / Revision **261456 /**

Product  
**HOEKSTRA 4 SENATE**

Estimate #  
**Alt Order # 06366278**

Original Date / Revision  
10/08/12 10/08/12

Agency Com 15%  
Billing Contact

Billing Type Cash  
Order Type GENERAL

Advertiser **POL/Hoekstra, P/R/SEN/MI**

**1218 Grandview Ave  
1st Floor  
Pittsburgh, PA 15211**

Billing Cycle EOM/EOC  
Billing Calendar BROADCAST

Agency **Brabender Cox**

Demographic A35+

Buying Contact

Sales Office PHI  
Sales Region NAT  
Agency Ref

Rev Codes AGY POL CAND

Product Codes PL-State-Republican

Priority P-2

Advertiser Ref

**1218 Grandview Ave  
1st Floor  
Pittsburgh, PA 15211**

Primary Account Executive  
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 37700

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	23	\$32,045.00	\$37,700.00	0.00	10/01/12	10/14/12	23	\$32,045.00	\$37,700.00
<b>Totals</b>	<b>23</b>	<b>\$32,045.00</b>	<b>\$37,700.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	10/09/12	10/10/12	6-7am Local 4 News M-F Local 4 News Today @ 6/	CM	630A-7A (6:30 AM-7:00 AM)	- 11 - - - -	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 11 - - - -	2		\$1,200.00		0.00						
E 2	WDIV	10/09/12	10/11/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	- 111 - - -	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 111 - - -	3		\$850.00		0.00						
E 3	WDIV	10/09/12	10/12/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	- 1111 - -	:30	4	\$1,350.00	P-2	0.00	NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1111 - -	4		\$1,350.00		0.00						
E 4	WDIV	10/09/12	10/12/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	- 1111 - -	:30	4	\$1,600.00	P-2	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1111 - -	4		\$1,600.00		0.00						
E 5	WDIV	10/09/12	10/09/12		CM	7P-730P	- 1 - - - - -	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00



WDIV

Print Date: 10/08/12

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Contract / Revision **261456** Flight Dates **10/09/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser **POL/Hoekstra, P/R/SEN/MI** Product **HOEKSTRA 4 SENATE**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Access 7-730P Wheel of Fortune											
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1 - - - -	1		\$2,300.00		0.00						
E 6	WDIV	10/09/12	10/12/12	M-F Local 4 News @ 11P	CM	11P-1135P	- 1111 - -	:30	4	\$2,900.00	P-2	0.00	NM	4	\$11,600.00
				11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1111 - -	4		\$2,900.00		0.00						
E 7	WDIV	10/13/12	10/13/12	Sat 6-8am Loc News	CM	7-8am	- - - - - 1 -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Sat 6-8am/Local 4 News		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - 1 -	1		\$600.00		0.00						
E 8	WDIV	10/13/12	10/13/12	Sat Local 4 News @ 11P	CM	11-1130P	- - - - - 1 -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				Sat 11-1130P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - 1 -	1		\$2,400.00		0.00						
E 9	WDIV	10/14/12	10/14/12	Sun 8-9am Loc News	CM	Sun 8-9am	- - - - - 1	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				Sun Local News 8-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - 1	1		\$550.00		0.00						
E 10	WDIV	10/14/12	10/14/12	Sun 6-630pm Local News	CM	Sun 6pm	- - - - - 1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Sun 6pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - 1	1		\$1,200.00		0.00						
E 11	WDIV	10/14/12	10/14/12	Sun News after FB	CM	Sun LN after FB	- - - - - 1	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
				Sun LN after FB											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - 1	1		\$2,300.00		0.00						
Totals														23	\$37,700.00